

## ABSTRACT OF THE DISCLOSURE

This invention relates to a printing method and printing apparatus capable of printing a high-quality image free from any visual graininess by reducing density unevenness and color unevenness. In printing by discharging ink from a printhead onto a printing medium, the printing apparatus executes either one of (A) the first printing operation mode in which one dot layout pattern is assigned to a plurality of pixels at the same gradation level and printing is done on the basis of the assigned dot layout pattern, or (B) the second printing operation mode in which plural types of dot layout patterns are assigned to a plurality of pixels at the same gradation level and printing is done on the basis of the assigned dot layout patterns.